Claims:

1   1.   A system for providing personalized content to an e-

2   commerce customer, the system comprising:

3   a content management server that receives a query from a

4   customer computer via a data network, the query including the

5   identity   of   a   client   and   the   identity   of   the   e-commerce

6   customer;

7   the   content   management   server   identifying   personalized

8   content   to   be   displayed   to   the   e-commerce   customer   on   the

9   customer   computer,   wherein   the   personalized   content   is

10 identified   based   upon   the   identity   of   the   client   and   the

11 identity of the e-commerce customer; and

12   the content management server returning a response to the

13 customer   computer   via   the   data   network   that   identifies   the

14 personalized content.

1   2.   The system of claim 1, wherein:

2   the   query   also   includes   a   secondary   identifier   that

3   relates to the client; and

4   the   content   management   server   also   uses   the   secondary

5   identifier to identify the personalized content.

1   3.   The system of claim 1, wherein the identity of the

2   personalized content corresponds to an image to be displayed to

3   the e-commerce customer on the customer computer.

1   4.   The system of claim 1, wherein the identity of the

2   personalized content corresponds to an executable file to be

3   executed by the customer computer.

1   5.   The system of claim 1, wherein the content

2   management server identifies the personalized content via a

3   table lookup operation in which the identity of the e-commerce

4   customer serves as an index.

1   6.   The system of claim 1, further comprising a data

2   aggregation server that receives e-commerce customer

3.   information corresponding to the query from the content

4   management server, the e-commerce customer information

5   including the identity of the client, the identity of the e-

6   commerce customer and the identity of the personalized content.

1   7.   The system of claim 6, further comprising a

2   personalization/segmentation database coupled to the data

3   aggregation server, the personalization/segmentation database

4   storing e-commerce customer information for a plurality of e-

5   commerce customers.

1   8.   The system of claim 7, further comprising:

2   a content management interface server coupled to the

3   personalization/segmentation database and to the content

4   management server;

5   wherein the content management interface server supports

6   the association of personalized content to segments of e-

7   commerce customers;

8   wherein the content management interface server creates

9   an association of personalized content with the segments of e-

10 commerce customers; and

11   wherein the content management interface server downloads

12 the association of personalized content with the segments of e-

13 commerce customers to the content management server.

1   9.   The system of claim 1, wherein:

2   the content management server comprises a plurality of

3   separate server computers, each of which services a particular

4   set of queries; and

5   the system further comprises a load balancing server

6   coupled to the plurality of separate server computers and to

7   the data network, wherein the load balancing server routes

8   queries to the plurality of separate server computers.

1   10. A method for providing personalized content to an e-

2 commerce customer, the method comprising:

3   receiving a query from a customer computer via a data

4 network, the query including the identity of a client and the

5 identity of the e-commerce customer;

6   identifying personalized content to be displayed to the

7 e-commerce customer on the customer computer, wherein the

8 personalized content has been identified based upon the

9 identity of the client and the identity of the e-commerce

10 customer; and

11   returning a response to the customer computer via the

12 data network that identifies the personalized content.

1   11. The method of claim 10, wherein:

2   the query also includes a secondary identifier that

3 relates to the client; and

4   the secondary identifier is also used to identify the

5 personalized content.

1   12. The method of claim 10, wherein the identity of the

2 personalized content corresponds to an image to be displayed to

3 the e-commerce customer on the customer computer.

1   13. The method of claim 10, wherein the identity of the

2 personalized content corresponds to an executable file to be

3 executed by the customer computer.

1   14. The method of claim 10, wherein identifying the

2 personalized content includes performing a lookup operation

3 with which the identity of the e-commerce customer serves as an

4 index.

1   15. The method of claim 10, further comprising:

2   generating an e-commerce customer record based upon the

3 query, the e-commerce customer record including the identity of

4 the client, the identity of the e-commerce customer and the

5 identity of the personalized content; and

6   storing the e-commerce customer information for future

7 reference.

1   16. The method of claim 15, further comprising:

2   segmenting the e-commerce customers into a plurality of

3 segments; and

4   associating particular personalized content with each of

5 the plurality of segments of e-commerce customers.

1   17. A downloadable web page stored on a client web

2 server, the downloadable web page comprising:

3   at least one image to be displayed on a customer

4 computer; and

5   personalized content delivery code that is executed by

6 the customer computer to:

7   send a query to a content management server that

8 identifies the client, the web page and the e-commerce

9 customer.

1   18. The downloadable web page of claim 17, wherein, upon

2 execution, the personalized content delivery code further

3 causes the customer computer:

4   receive a response from the content management

5 server that includes the address of personalized content;

6   retrieve the personalized content; and

7   present the personalized content on the customer

8 computer.

1   19. The downloadable web page of claim 17, wherein the

2 personalized content comprises an image to be displayed to the

3 e-commerce customer on the customer computer.

1   20. The downloadable web page of claim 17, wherein the

2 personalized content comprises an executable file to be

3 executed by the customer computer.

1   21. A content management server that supports

2 personalized content delivery, the content management server

3 comprising:

4   a processor;

5   memory coupled to the processor;

6   a user interface coupled to the processor;

7   a network interface coupled to the processor that

8 supports data transmission with a coupled data network; and

9   the memory storing executable code that comprises:

10   a plurality of instructions that, upon execution by

11 the processor, cause the content management server to receive a

12 query from a customer computer via the data network, the query

13 including the identity of a client and the identity of the e-

14 commerce customer;

15   a plurality of instructions that, upon execution by

16 the processor, cause the content management server to identify

17 personalized content to be displayed to an e-commerce customer

18 on the customer computer, wherein the personalized content has

19 been identified based upon the identity of the client and the

20 identity of the e-commerce customer; and

21   a plurality of instructions that, upon execution by

22 the processor, cause the content management server to return a

23 response to the customer computer via the data network that

24 identifies the personalized content.

1   22.   The content management server of claim 21, wherein:

2   the query also includes a secondary identifier that

3   relates to the client; and

4   the secondary identifier is also used to identify the

5   personalized content.

1   23.   The content management server of claim 21, wherein

2   the personalized content comprises an image to be displayed to

3   the e-commerce customer on the customer computer.

1   24.   The content management server of claim 21, wherein

2   the personalized content comprises an executable file to be

3   executed by the customer computer.

1   25.   The content management server of claim 21, wherein

2   the executable code further comprises:

3   a plurality of instructions that, upon execution by

4   the processor, cause the content management server to generate

5   an e-commerce customer record based upon the query, the e-

6   commerce customer record including the identity of the client,

7   the identity of the e-commerce customer and the identity of the

8   personalized content; and

9   a plurality of instructions that, upon execution by

10   the processor, cause the content management server to store the

11   e-commerce customer record for future reference.

1   26. A computer readable medium that stores executable

2 code that, when executed by a server computer, causes the

3 server computer to provide personalized content to an e-

4 commerce customer, the executable code comprising:

5   a plurality of instructions that, upon execution by the

6 server computer, cause the server computer to receive a query

7 from a customer computer via a data network, the query

8 including the identity of a client and the identity of the e-

9 commerce customer;

10   a plurality of instructions that, upon execution by the

11 server computer, cause the server computer to identify

12 personalized content to be displayed to an e-commerce customer

13 on the customer computer, wherein the personalized content is

14 identified based upon the identity of the client and the

15 identity of the e-commerce customer; and

16   a plurality of instructions that, upon execution by the

17 server computer, cause the server computer to return a response

18 to the customer computer via the data network that identifies

19 the personalized content.

1   27. The computer readable medium of claim 26, wherein:

2   the query also includes a secondary identifier that

3 relates to the client; and

4   the secondary identifier is also used to identify the

5 personalized content.

1   28. The computer readable medium of claim 26, wherein

2 the personalized content comprises an image to be displayed to

3 the e-commerce customer on the customer computer.

1   29. The computer readable medium of claim 26, wherein

2 the personalized content comprises an executable file to be

3 executed by the customer computer.

1   30. The computer readable medium of claim 26, wherein

2 the plurality of software instructions further comprise:

3   a plurality of instructions that, upon execution by the

4 server computer, cause the server computer to generate an e-

5 commerce customer record based upon the query, the e-commerce

6 customer record including the identity of the client, the

7 identity of the e-commerce customer and the identity of the

8 content; and

9   a plurality of instructions that, upon execution by the

10 server computer, cause the server computer to store the e-

11 commerce customer record for future reference.

1   31.   The computer readable medium of claim 30, wherein

2 the plurality of software instructions further comprise:

3   a plurality of instructions that, upon execution by the

4 server computer, cause the server computer to segment the e-

5 commerce customers into a plurality of segments;

6   a plurality of instructions that, upon execution by the

7 server computer, cause the server computer to associate

8 particular personalized content with each of the plurality of

9 segments of e-commerce customers; and

10   a plurality of instructions that, upon execution by the

11 server computer, cause the server computer to generate the

12 tables with which the table lookup operations are performed

13 based upon the plurality of segments of e-commerce customers

14 and the associated personalized content.